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SEPTEMBER 1952

EXTENSION SERVICE *Review*



Fall apples result from good spring pollination.

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EXTENSION SERVICE
Review

Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

VOL. 23

SEPTEMBER 1952

NO. 9

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

Ear to the Ground

- Big plans are taking shape for next month. For instance, home demonstration folks in North Carolina are agog with big ideas on taking care of some 1,500 delegates to the National Home Demonstration Council meeting to consider problems of good citizenship, better international understanding, and, of course, home and family matters.

- With western hustle Colorado women have already announced the 2-week bus trip with motel nights and a Washington stop-over.

- Birthday plans are under way for the United Nations on October 24. UN Day parties, complete with greeting cards to friends in foreign lands, guests from United Nations, and gifts to people abroad, are in the air. Greeting cards and party suggestions for the observance of United Nations Day can be obtained from the National Citizens Committee, 816 21st Street, NW., Washington 6, D. C.

- Another birthday will be celebrated at the same time in Chicago by about 40,000 people taking part in the fortieth anniversary meeting of the National Safety Congress. Theme is cooperation in the safety movement.

- Then there is Fire Prevention Week, October 5-11, a good time to think about plans for dealing with fire hazards and to organize a fire safety committee.

- October is a big month for the REVIEW, too. Bob Kull of Washington State gives a lighthearted account of his experiences at the human relations workshop held in Maryland during the summer with a serious undercurrent of conviction.

- Exchange of 4-H Club members between States flourishes. Minnesota's Robert Pinches looks at the Mississippi visit in retrospect with an eye to the problems and advantages of such an exchange to extension work. Goshen County, Wyo., reports a visit to Washington County, Iowa, whose county agent reciprocates with his version of the visit.

- County agent Jack McCullough of Texas has listed 67 different questions asked him over the telephone in 1 week. You'll be interested in checking his list with yours.—CBA

TELEVISION . . .

A Vital New Method

CHARLES E. ESHBACH

Food Marketing Information Specialist, Boston, Mass.



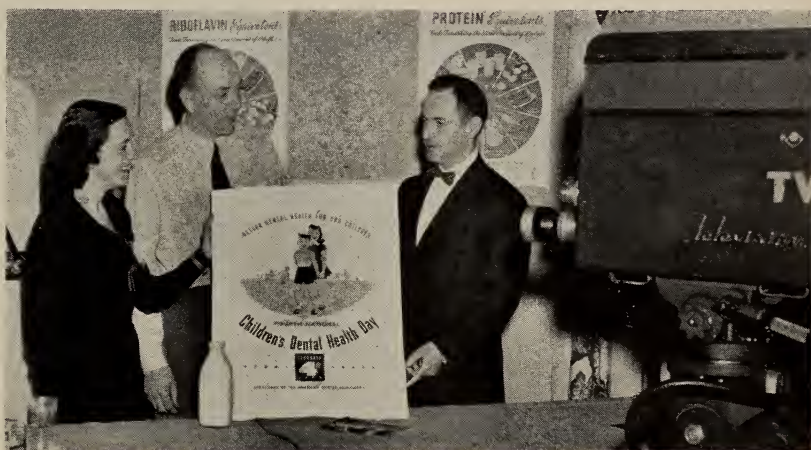
County Agent Brown (right) discusses lawn problems with the horticultural specialist, Alfred W. Boicourt.

TELEVISION offers extension workers tremendous opportunities; and it's a vital new method of reaching and activating people that produces results. That's the opinion of Joseph T. Brown, county agricultural agent, Plymouth County, Mass. And Joe Brown should know, because he is master of ceremonies and director of a regular weekly Extension Service television program in Boston.

The program is a half-hour feature known as *Down to Earth*, and it is televised each Thursday morning from 9:30. The show is introduced as a production of the University of Massachusetts Extension Service, with County Agent Brown in the feature role. Each program presents Extension Service people in simple demonstrations, or with sequences tying together to tell the story of some phase of agriculture or home-making.

As Brown puts it, "We aim this program to the city and urban people, though, of course, we reach many farm people as well. We present a lot of agricultural material; but we perform the function of interpreting agriculture for the many consumers of farm products. So, our programs are beamed to the city and town resident, since that is where most of the television sets are located and that is where agriculture faces some of its most difficult problems in trying to get urban people to understand the problems of the farmer."

Brown emphasizes that the program is not an opinion-forming vehicle. Instead, it is an educational



Mary C. O'Malley, nutrition editor, New England Dairy Council, County Agent Brown and Dr. Daniel J. Holland, chairman of the Metropolitan Boston District, Dental Health Society, talk of milk, children's teeth, and nutrition.

feature, teaching such things as how to plant a garden, how to landscape the home grounds, how to control insect pests; describing such things as the problems of growing vegetables in the greenhouse, the advances of the scientists in poultry improvement; and calling attention to Extension's program of work with farmers, homemakers, and 4-H Club members.

In keeping with the location and problems of the majority of the television viewers who see the program, a special food-marketing feature has been incorporated in the program. A 5-minute spot, each week, is devoted to a review of the developments and changes on the food markets,

and designation of some of the better food buys of the week end.

Participants in the program include many extension people, State specialists, administrative officials, and county workers, with agricultural agents, home demonstration agents, and 4-H Club agents taking part. Members of the staff of the Boston office of the New England Extension Services' Marketing Information Program provide the food feature each week. Farmers, homemakers, representatives of commercial companies, and people from other Federal and State agencies, all appear on the program, depending on the subject of the program and

(Continued on page 164)

Spirit of Extension Work

MADGE J. REESE

Senior Home Economist, U.S.D.A.

Just how Epsilon Sigma Phi, national honorary extension fraternity, came to collect some of the basic documents which set the philosophy and pattern of the Extension Service is here described by Madge J. Reese.

WITH THIS TWENTY-FIFTH anniversary of Epsilon Sigma Phi, national honorary extension fraternity, a goodly number of accomplishments of our professional society can be claimed. One that can be cited with enthusiastic pride by all extension workers is the new publication, *The Spirit and Philosophy of Extension Work as Recorded in Significant Extension Papers*. It has been an objective of Epsilon Sigma Phi that its program encourage and contribute to the professional development of extension educators, as well as promote the social and fraternal interest of those devoting their lives to the advancement of extension education. Epsilon Sigma Phi is fortunate indeed in having as the joint publisher of this book the Graduate School of the United States Department of Agriculture.

It took vigorous leadership of statesmen to bring about the Congressional action which passed the Smith-Lever Law in 1914. No less vigorous leadership was displayed at that time by educators who were interested in the development of rural America. The constructive thinking, the untiring effort, and the unwavering faith of several thousands of extension workers since 1914 have resulted in the gradual evolution of a system of out-of-school education that is effective enough to influence at least 6½ million different rural and nonrural families each year to make improvements in their farming, in their homes, and in their communities.

It was the constructive thinking and the inspiring encouragement expressed in papers prepared by extension educators and other leaders that prompted Epsilon Sigma Phi to pre-

serve some of the significant papers for present and future extension workers. Two men of vision, M. L. Wilson, Director of Extension Work, and the late W. A. Lloyd, founder of the national honorary extension fraternity, encouraged the fraternity to undertake the compilation of significant extension papers. In 1945 J. E. Carrigan, grand director of Epsilon Sigma Phi, appointed a Publication Policy Committee of the following members: T. B. Symons, chairman; M. L. Wilson, Gladys Gallup, and Madge J. Reese. More recently, Luke Schruben was appointed to the committee. The big undertaking was made possible by the committee's obtaining the able assistance of R. K. Bliss, director emeritus, Iowa State Extension Service, who was responsible for compiling and editing the papers. We commend Director Bliss

for his splendid work. William H. Cheesman, who painstakingly prepared copy for the printer and did the indexing, was the technical editor, Bureau of Plant Industry, USDA, before retiring in 1948.

More than one hundred different papers reflecting the establishment and development of extension work are included in the compilation of 393 pages. A considerable number of significant papers worthy of recognition could not be included in the limited volume. Director M. L. Wilson says in the foreword of *The Spirit and Philosophy of Extension Work* that there are three major groups for which this compilation will have great significance: (1) The professional extension workers, now numbering about 12,000, (2) the large number of local leaders among rural men, women, and older youth who serve in their communities and make possible our democratic extension system, along with numerous other citizens interested in adult education and in public affairs in agriculture in America, and (3) leaders in other countries who are coming to the understanding that, in order to achieve significant increases in production and a rising level of living for their people, they too must develop extension services that will embody the basic principles developed with us over the years.

The Dual-Purpose Bee



Honey is not the only crop which depends on the bee. "The honeybee

offers the sole assurance of getting adequate pollination—and seed yields—for more than 50 basic farm crops" asserts James I. Hambleton of the U. S. Department of Agriculture.

The yield of alfalfa seed has been decreasing in a number of States where this crop is important. The yield depends primarily on insect pollination. Working with growers, some county agents have reversed the trend by establishing honeybee colonies.

Intensive cultivation has destroyed the habitat of most natural pollinating insects. Entomologists point to the man-controlled honeybee which must be pressed into service.

Pay Dirt

MILO G. LACY

Retailer Education Specialist, U.S.D.A.



Extension marketing specialists freshen up the display rack under the expert tutelage of Bill Lomasney, Ill. Left to right: Jack Ishida, Hawaii; Bill Drew, Connecticut; Lloyd Davis, New York; Norman Whippen, New Hampshire.

"WE ARE NOW DIGGING IN pay dirt," said Dr. E. L. Butz, head, department of agricultural economics, Purdue University, in referring to Extension's educational work with food retailers and handlers in a talk given at the Extension Retailer Education Clinic held at Purdue this summer. Dr. Butz went on to say that "traditionally, we have been working on that fifty cents of the consumer's dollar which the farmer receives. This is in the production field. For most farm products, retailing is the most expensive part of marketing. It is easily apparent, therefore, that we are now attacking that part of the marketing process where there is real opportunity to increase efficiency, to improve the effectiveness of personnel, and to reduce costs."

On hand to hear Dr. Butz's remarks were marketing specialists from 17 States and the Territory of Hawaii. During the 5-day meeting, they demonstrated that they had the necessary tools and know-how to dig

in and do a real piece of educational work with those who handle the farmers' products. Moreover, they demonstrated that Extension's talents as represented in the training and abilities of economists, horticulturists, food technologists, nutritionists, county agents, and others can pack a potent punch in bringing research and educational information to the retail trade.

Food retailers and other handlers are as interested in economic information as are farmers. They want to know about the crop outlook. Their promotions are oftentimes planned months in advance and they need to know what they can sell and should emphasize in their promotional campaigns. Then, too, in spite of the increased use of refrigeration equipment, retailers still suffer considerable losses through waste and spoilage. They have become impatient at seeing the druggist dispensing vitamins in capsule form to the tune of millions of dollars a year. They, too, need to know more about nutrition

if they are to capitalize on the selling of Nature's brand of nutrition. Home use and food preparation is of vital concern to the retailer; if the customer isn't satisfied, if she doesn't properly prepare the foods she buys, she buys something else; or, even worse for the retailer, she may buy "somewhere" else.

The county agent can be a key man in organizing, developing, and carrying out Extension's marketing work with retailers. It isn't expected that he drop or curtail in any way his regular work. Where a State has a retailer specialist, the two can work hand in hand. The vast number of personal contacts county agents have with producers, intermediate handlers, retailers, sources of publicity, local service organizations, and the like will contribute materially toward the success of this work. It will pay off for him, too, by bringing him in contact with more people; and out of it will come a better understanding between growers and those who market farm products.

Home demonstration agents in their work on better buymanship, and the canning and freezing of perishable products are doing work that is of interest to food retailers. It is important that the retailer know where and when this work is being conducted. And, like the county agent, home demonstration agents also have many contacts that can be very helpful in contributing to the over-all success of a retailer program.

Featured at the Purdue Retailer Clinic were demonstrations on recommended store practices which indicated that Extension marketing specialists, through their training and background, and their association with plant scientists, and others at the State college, have a reservoir of research information and experience that is useful to food retailers. Through the use of various types of display cases, large quantities of fresh fruits and vegetables were used to demonstrate the principles of display, over-night care, and quality control. Attention was also given to the methods and economics of pre-packaging. Pricing factors and methods were demonstrated and discussed. And a home economist gave her views

(Continued on page 164)

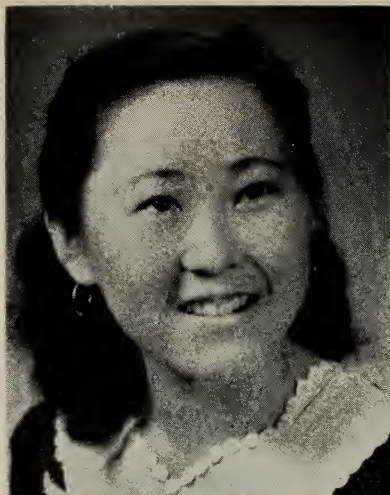
The Land of Their Desire

County agents have helped to select the displaced persons who are making a new start as farmers in this country. This is the story of one such group of eager new Americans settling the Southwest, as written by John M. White, extension editor in New Mexico.

FOR MORE THAN 300 YEARS, America has been the refuge for the oppressed people of foreign lands. Among the latest newcomers to seek haven in America are the Kalmuck people of Asia and eastern Europe.

The story of the migration of the Kalmucks may be compared to the wanderings of Moses and the children of Israel out of the wilderness. The Kalmucks, who have been political refugees for centuries, were once a ruling tribe of 300,000 in Mongolia, but their numbers have been steadily reduced until now there are only about 1,500 of them scattered over the earth. About 600 of them have recently come to the United States under the Displaced Persons Act to settle in agricultural and eastern textile areas. Almost 100 of them have settled down as hired workers on farms and ranches in New Mexico. The Brethren Service Commission has been instrumental in bringing the Kalmucks to America.

In the seventeenth century, the Kalmucks migrated into Europe because of the shortage of grazing land for their livestock in Mongolia. They suffered under the Russian czars, who seized their lands and their rights. Then, after the Russian Revolution of 1917, the Kalmucks were unsuccessful in fighting communism, and during World War II were imprisoned by both the Russians and the Germans. Although they were



Angela Kuldinow, 17, is happy about her new life in America.



Dr. Kuldinow, Kalmuck refugee, is associated with local veterinarian.

under terrific pressure from the Soviet Government for 28 years, the Kalmucks never yielded to communism. They fought against the collective economy which forbade private ownership and freedom of religious worship. When the Germans overran Russia, they took the Kalmucks as prisoners and placed them in labor camps in Germany, where they were used in factories, mines, and forests and were forced to rebuild roads and railroads. In late 1951 and early 1952, a group of 600 Kalmucks arrived in Baltimore, after being held for 6 years in a displaced persons camp in Germany.

The Kalmucks' point of view toward America is expressed by Dr. Sodam Kuldinow, his wife, and four children. Dr. Kuldinow, a graduate veterinarian, and his family are part of a group of 26 displaced Kalmucks who have settled in Otero County in southern New Mexico.

"We have come a long way," Dr. Kuldinow says, "but I believe that 1951, when we were allowed to come to the United States, marks the start of an important new era for our Kalmuck people."

Born in Russia, Dr. Kuldinow was 9 years old when his parents moved to the Crimea. When the Red Army overran the Crimea, they fled to Turkey, and then to Yugoslavia in 1922. He managed to stay in school there until 1931, when he went to work to

help support his family. In 1934, he began veterinary studies in Vienna, but came back to Yugoslavia because of lack of funds. He received his veterinary degree from the University of Belgrade in 1941.

"Now I have three things to accomplish," Dr. Kuldinow admits. "First, I must conquer the English language, then the terminology of American veterinary medicine, and lastly I have to secure a license to practice in New Mexico. He apologizes for his English, but speaks five other languages—Kalmuck, Russian, German, Serbian, and Slovak.

The Kuldinow children are taking America in their stride. The younger children are in the Alamogordo, N. Mex., schools, and the elder daughter, 17, will seek employment to help her father until the family is well established here. She has learned English and made many friends.

Dr. Kuldinow at present is associated with a practicing veterinarian in Alamogordo.

On a farm near Alamogordo, two other Kalmucks, Mr. and Mrs. Bill Chalginow, are expecting their first child soon. They are thrilled that their child will be an American citizen.

The Kalmucks have their problems, the greatest, of course, being language, but they are a quick, intelligent race and will soon overcome this handicap.

4-H Thrives in Cities

Many an interesting and helpful fact uncovered by a student while working on his thesis fails to get into general circulation. For example a study on urban 4-H Club work discloses the following facts.

BECAUSE 4-H Clubs are moving rapidly into cities throughout the country, a demand has been created for an urban program that will fit into the general 4-H program.

This is revealed in *Factors Affecting the Development of Urban 4-H Club Work*, a thesis prepared by Miss Margaret Kohl, associate State 4-H Club leader for Montana. The thesis was completed in June 1951. Miss Kohl has had 20 years of experience as a club member, volunteer local leader, county 4-H agent, assistant and finally associate State leader.

She became interested in urban 4-H Club work when civic leaders in Butte, Mont., requested the 4-H program. Butte is a mining city located in a county whose agriculture is chiefly gardening and ranching.

Miss Kohl learned that many States had received similar requests. Very few had done much toward developing a program that was suited to urban areas and also fitted into the over-all 4-H program.

Through questionnaires it was learned that 34 States have urban clubs. There are urban clubs in 970 towns of 2,500 to 50,000 population, according to reports from 26 States. Each of two States reported clubs in one city of 50,000 or more population. Twenty States, including the two just mentioned, have club programs in 49 cities of 50,000 or more population. Two States did not reply.

It was impossible to obtain the total enrollment in urban clubs for the Nation from the reports.

Denver, Colo., reported 233 clubs; Indianapolis, Ind., 250; Portland, Oreg., 208; Chicago, 30; and Manchester, N. H., 57. These random reports suggest that the urban movement is going on in many parts of the country. Some replies showed great interest in urban clubs.

Illinois reported that more than 47 percent of its 150 4-H home eco-

nomics enrollment came from urban areas. Massachusetts reported that some of its best club work is in urban towns of more than 2,000 population. From New York State came the comment that 4-H Club work has extended "into the fringes of the larger cities where we have tremendous development. The great New York City area is requesting the work and we are now in the process of developing a plan in connection with the defense effort."

Miss Kohl's study also disclosed some of the reasons why 4-H Club work is moving into the cities. Re-

quests for urban programs came most frequently from businessmen, civic organizations, service clubs, and the young people themselves. Other requests came from parents, from people who wanted to lead a 4-H Club, extension workers, and school officials.

Such requests were stimulated by the rural program. This stimulation came chiefly through school contacts, interactivities of rural and urban people, publicity, former 4-H members, city participation and sponsoring of 4-H activities for rural young people, and fairs and achievement days.

Since urban clubs are relatively new, their projects are generally similar to the rural projects. Most States reported that home economics projects for rural clubs are already suitable for urban clubs. These States reported that agricultural projects, such as home gardens, rabbits, home beautification or yard improvement.

(Continued on page 164)

Meet the California Home Demonstration Women

A RECENT California survey, covering 22,000 farm women in 32 counties, indicated that 48 percent of the women answering were under 40 years of age, and half of this percentage were under 30 years of age. Only 29 percent of these women were 50 years of age or older.

Information about child feeding, clothing for children, and child guidance has a large prospective audience among the women taking part in home economics extension work. Some 40 percent of the women had children under 10 years of age; another 16 percent had children from 10 to 13 years of age; and another 16 percent had children ranging in age from 14 to 20.

Many newcomers take part in the home economics activities, as indicated by the fact that 59 percent of the women answering the survey had been attending meetings held by the home adviser or project leaders for 4 years or less. In contrast, only 26

percent had been attending such meetings for 10 years or more.

Of the women answering the survey, 43 percent stated that they lived on farms, while 21 percent lived in the country but not on a farm. Living in towns of fewer than 5,000 population were 17 percent, while 19 percent lived in towns having more than 5,000 inhabitants.

Of the families represented, some 55 percent had an annual net income of \$4,000 or less; 19 percent had net incomes from \$4,000 to \$5,000; 14 percent had net incomes from \$5,000 to \$7,500; and but 12 percent had incomes above \$7,500.

The purpose of the survey taken during Home Demonstration Week was to gather factual information to be used in program planning meetings and in the later development of programs that will be most useful to the women of the State. The information will also help answer questions about extension activities.



PHILOSOPHY is a \$64 word, a word which we often associate with academics, classrooms, and "ivory towers" far removed from farms and rural homes. To me, however, a philosophy can be a simple thing, and I believe that it is extremely important to extension workers today as it has been from the beginning. To me a philosophy is a set of principles to be used as a guide to conduct.

Any extension platform must contain as its first plank basic allegiance to democratic government. We believe in democracy. We know that the citizen is the sovereign in a democracy. We know, therefore, that the individual who wields the power through the ballot is the sovereign whom we must serve.

The Smith-Lever Act represents one of the wisest compromises in our legislative history. Congressman Lever and Senator Smith did a marvelous job of bringing together widely divergent opinions and compromising them into a working whole. The United States Department of Agriculture, through the Secretary, was given broad supervisory powers, but it was wisely left to the States to decide what information needed to be "diffused," how it should be "diffused," and who would do the "diffusing."

Twenty years ago I looked forward eagerly to the time when no local funds would be needed for financing county and home demonstration agents. I know that in 99 percent of the cases in those days the people were right, and we were wrong.

Because the home is the funda-

mental unit of civilization, because the family is the first training group of the human race, we make a family approach to extension work. We work with men, women, boys, and girls, realizing that it takes all of them to make a home and they can all make a contribution to the farm and to the farm home and to rural life, and each influences the other in more than a thousand ways.

The average farm is endowed with great resources and possibilities. In 1907 Dr. Seaman A. Knapp, "schoolmaster of American agriculture," in instructions to the farm demonstration agents, included this optimistic statement: "I estimate that there is a possible 800 percent increase in the productive power of the farm laborer in the average Southern States, and I distribute the gain as follows: 300 percent to the use of more and better mules and farm machinery; 200 percent to the production of more and better stock; 150 percent to a rotation of crops and better tillage; 50 percent to better drainage; 50 percent to seed of higher vitality, the thoroughbred and carefully selected; and 50 percent to the abundant use of legumes and the use of more economic plants for feeding stock."

As I have reviewed that statement over the years, I have been impressed with the great vision and foresight of

this leader in American agricultural education. You and I, if we were making that statement today, would modify those percentages, but I don't believe we could add many new phases or fields for improvement. Not one farm in a hundred in our State today is producing much more than 50 percent of its potential capacity. The farmer isn't at fault; we are at fault; because in too many cases we have had neither the vision nor the courage to present to him his own possibilities, and too often when those possibilities have been presented, we haven't stimulated desires for the fruits of greater endeavor.

Agriculture is important because farmers are the custodians of our greatest natural resource, the soil.

Agriculture is important because it produces the basic necessities of life.

Finally, agriculture is important because of the conservative character of its people. They are the keepers of the attitudes and ideals, the traditions, if you please.

Cooperative extension work in agriculture and home economics can help make rural life more satisfying and attractive. As I review the work which was done by the pioneers in Extension, the men and women who went out like circuit riders on horseback or in buggies, I feel more deep-

Some Extension Philo

H. C. SANDERS, Extension Director, Louisi

osophy

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ly indebted to them and to their philosophy. They believed in their job. They believed that farm demonstrations would revolutionize agriculture in the South and permit farm people to attain a level of living they had not known before. They were missionaries in the truest sense. Too often I am afraid that we've lost that enthusiasm.

Extension work was designed to help human beings improve themselves. If you will study the Smith-Lever Act, the discussion in Congress both before committees and on the floor of the House, you will find that the focal point of all the discussion was people. Congress and the colleges were interested not in helping them with a dole which would destroy their dignity and their self-respect, but in helping them to broaden their knowledge, develop their skills, increase their appreciation of themselves and of the work which they were doing. I am not afraid of the word "service."

In our State farm people have a rather low level of formal education, but that doesn't mean that they are ignorant. Did you ever stop to consider how many hundreds, literally thousands, of skills, what a great mass of knowledge farm people absorb as they grow from childhood to manhood and womanhood on the

farm? Did you ever take a city boy or girl out in the country and thereby see how ignorant a person can really be? No, my friends, farm people are not ignorant.

One of the biggest fallacies that have ever been perpetrated on the American people is the foolish contention that "you can't teach an old dog new tricks." Extension workers believe that adults can be taught. It is literally amazing to me how rapidly adults will take up a practice when it really fills a long-felt need.

World War II, with its many ramifications, partly proved the principle of Extension which we have known for more than 30 years. People learn most easily by doing and next most easily through seeing. In the Army in World War II visual aids were developed in its teaching program to a far greater extent than anyone had imagined possible before. More than 30 years ago a great leader of extension work made this emphatic statement: "What a man hears, he may doubt; what a man reads, he may doubt; even what a man sees, he may doubt; but what he does, he cannot doubt."

Result demonstrations are just as necessary and just as effective today as they were 35 years ago.

Extension work, to be most effective, must be based on local needs and enlightened desires. Note that I said that this program must be based on enlightened desires. I have no patience with the philosophy that extension can offer only what people ask for. How can they ask for that

about which they do not know? It's as impossible as the statement of the old Negro who said "that you can't no more do what you don't know how to do than you can come back from where you ain't been." It appears to me that there are two general approaches to extension work. In one approach the worker is aggressive, actively selling improved agriculture and home economics. He is dynamic in his approach. In the other the worker is passive. He has a good fund of information, but follows the lead of others and rarely promotes an advancing program. I am convinced that the framers of the Smith-Lever Act intended that the organization be aggressive, as well as progressive, in leading farm people to a solution of their problems. I believe in a dynamic extension work.

That leads me to the next plank in this philosophical platform. Extension is based on research.

Wise were the framers of our early agricultural legislation. They knew when they framed the Hatch Act, the basic act of the State experiment stations, that as knowledge was obtained the colleges would not fulfill their destiny until that knowledge was applied on the farms and in the homes of the people these colleges were established to serve.

The final plank in this philosophical platform is this. The extension job will never be completed. Work as hard as we may, be as efficient as the most perfect, be as effective as a first sergeant in the Marines and yet the job will never be finished.



Agriculture is important because farmers are the custodians of our greatest natural resource, the soil.

New Ways To Get and Give **Clothing Information**

ALICE LINN
Clothing Specialist, USDA

WHAT to teach about clothing the family changes rapidly these days. A woman reads that a good suit for her husband can be tossed into the automatic washer. She sees cotton taken from homely kitchen uses and put into a sophisticated formal dress. The clothing specialist needs to develop methods of getting such information as well as methods of giving information. This problem led to a special summer school session at Madison, Wis., where 31 clothing specialists spent 3 weeks in experimenting in both methods. The way they did this and the results they obtained may offer ideas to other extension workers.

The specialists started their home work before they arrived in Wisconsin. Each interviewed homemakers and retailers at home asking about problems and attitudes on both sides of the counter. When they pooled their results, it was found that, two to one, the women felt pretty sure about their purchases when they

made them. But whether or not they continued to like what they bought depended on how the clothes held up. Of course, in the case of hats and dresses, what the family and friends said about their looks in the new outfit also cut considerable ice. Homemakers interviewed by the specialist generally resented "pushy clerks" and did want more information about fabrics.

Retailers said that customers always asked, will it shrink? will it fade? will it wash? will it dry-clean? just as soon as they had found something they liked. But, say the retailers, women will not read the hang tags we furnish nor will they save them for reference.

Among the other methods for getting information were the reports from four specialists who had in advance sized up shopping facilities and social customs in four counties, ranging from a small rural county to a highly urbanized county.

This was the background information on which the specialists began their study. A field trip of the class to a Wisconsin town of 4,000 gave

them a chance to go further with their questioning and practice interviewing merchants to get the information they needed. They felt that this method of collecting facts would be particularly helpful in leader training.

The panel discussion was tried, with homemakers discussing their shopping problems, 4-H girls on their particular clothing interests, manufacturers and labor representatives on "problems in making and marketing men's suits," and a consumer-retailer panel of local business people and two clothing specialists on women's dresses. Business was represented by a dress buyer, a store manager, a training department head, and a dry-cleaner.

Small committees of clothing specialists worked out ideas for teaching how to buy men's suits, children's shoes, women's dresses, and foundation garments. Trade representatives taking part in these work sessions gave fresh approaches to teaching. For example, a representative from a testing laboratory told how faults in returned goods were analyzed, giving some good ideas for a clinic-type meeting with homemakers.

Experiences of these summer school students showed that methods for developing ideas must be quite different from those used in teaching skills. Role playing and related forms of sociodrama were considered as having special advantages for teaching buymanship. Short demonstrations for television are a way of reaching mothers of young children. Tips on buying are adaptable to short programs and can be made timely and in keeping with market changes.

The conclusion of the 31 specialists attending the course was that extension clothing programs must be constantly sensitive to changes in social customs that affect clothing, to changes in consumer demands, and to new developments on the market. To do this involves constant sharpening of our tools for getting and giving information.



The committee on buying children's shoes study the samples of worn shoes brought in from home by each member of the class.

4-H Rifle Work in Texas

WILLIAM E. MEINSCHER, County Agricultural Agent, Austin County, Tex.

4-H CLUB marksmanship training and rifle work in Texas dates back to about 1940 when some instruction was given at 4-H camps. The first I remember was given at a 4-H Forest Camp in Kirbyville.

One of the first 4-H Rifle Clubs to be affiliated with the National Rifle Association was in my county when the 4-H Junior Rifle Club received its charter in 1941. This gave the club a program based on nationally recognized rules and fundamentals. That same year, the boys' district 4-H camp at Bastrop offered work in marksmanship. Later this was a popular activity at all boys' district camps.

Many clubs are now affiliated with the National Rifle Association and thus get assistance from the Army through the Director of Civilian Marksmanship. The rifles, ammunition, and targets received in this way and affiliation with the Junior NRA Program help to make this a nationally recognized rifle training program in the fundamentals of marksmanship. In some counties there are clubs not affiliated with the NRA that are doing rifle work, but they do not seem to make as much progress, for they have no definite program that is recognized in other parts of the county.

Elimination rifle matches held in each district in late years have been popular. The top team goes to the State 4-H Round-Up to represent the district in the State 4-H matches. Medals are awarded to the high-scoring individuals and to the three high-scoring teams. In 1951, when each district was allowed first and second teams, 23 teams and 92 individuals shot for State honors.

The program is in charge of the Texas wildlife specialist, but the handling of the State 4-H Club rifle match is given to a committee of county agricultural agents. The program is not only popular with the boys but also with their parents who appreciate having their sons taught the proper handling of firearms.



The winning rifle team, 4-H Roundup, left to right: Henry Smith, assistant county agricultural agent, coach; Freddie Hoyt, W. L. Fuller, and Bob Perry (high point man), from Harris County, Tex.

Several years ago when some agents felt that the 4-H rifle work should be standardized under the national rules, so that the State winning team could take part in national matches, they formed the Texas 4-H Junior Rifle Association. This association has a county agent in each district as a director, whose duty is to see that the rifle work there is carried on in a recognized manner. Some day in the future we may be able to hold a national 4-H rifle match and each send a team in the same way we send a livestock team to a National Judging Contest.

At the last meeting of the directors of the Texas Agricultural Agents' Association they recognized the importance of 4-H Club rifle work by appointing a standing committee on it, of which I was appointed chairman. This committee will work towards a more uniform and thorough training in marksmanship fundamentals.

Some who are not familiar with the program may ask, "Why this rifle training among the 4-H Club boys?" First of all, I will say that every red-

blooded American boy likes to shoot and this being a fact, then let us train him in the safety of firearms and the fundamentals of marksmanship. You are teaching him something that will be useful to him in war or in peace. Accidents with firearms are generally caused by persons who do not know their guns.

4-H Club boys who were in World War II wrote me to say how much this training had helped them. In time of peace, rifle shooting is as clean a sport as anyone can find, whether shooting at a paper target or hunting game.

We need recreation in our club work, and rifle work offers this recreation, for both boys and girls. The writer has also given rifle instruction in girls' camps and finds that they are as anxious as the boys to be good marksmen.

According to reports during World War II only about 2 percent of the men inducted into the Armed Forces had any gun experience. Let us again make America a nation of riflemen, but do it under supervision.

Television

(Continued from page 155)

the educational material that they have to offer.

Subjects of programs already presented include the Extension Service, how to have a safe Christmas, making Christmas greens, the flower garden, conservation, the story of the State's poultry industry, and similar shows on apples, milk, and greenhouse crops. Other subjects that have been featured include flower arrangement, saving kitchen space, the Future Farmers of America, the 4-H program, small fruits, care of the home grounds, simple furniture, the home garden, vocational agriculture, control of garden pests, National Home Demonstration Week, the work of the experiment station, and the asparagus industry of the State.

The production of the weekly program is a cooperative affair involving the work of many people. County Agent Brown has at his call an Extension Service Television Advisory Committee that aids in the selection of subject matter, the relationships with the television station, and the participation of extension staff people on the programs. Earle S. Carpenter, extension specialist in visual aids at the University of Massachusetts, handles the visual materials needed for each show, and is present to assist at each show.

All kinds of tried and true extension teaching methods have been adapted to television and used with success. The flannelgraph has an important place in the programs. Actual materials are used whenever possible; and pictures and slides are held to a minimum, being utilized only when necessary to portray something that cannot be brought to the studio or cannot be shown in any other way.

Extension's television participation in a show of this nature started originally at the noontime period. But a change in program arrangement put the Extension program in a morning hour, where it has pioneered morning television in Boston with surprising results.

Requests and letters from television viewers in Massachusetts,

Maine, New Hampshire, Rhode Island, and Connecticut attest to the interest and value of the program; and to the importance of television in carrying on Extension's educational program.

County Agent Brown, who has had a long and successful experience with the use of radio in extension work, is enthusiastic about his experience in television. He says that the combination of showing as well as telling promotes much audience reaction and makes it possible to get results from television teaching. He says that television is a "natural" for extension workers, since so many extension people are well trained in demonstrations. The transition from demonstrating a practice or a method before a group of people to presenting that same demonstration before a television camera is not hard to make; and he points to a series of successful television shows by extension people on the Boston station as a good example of how extension workers take to television the way ducks take to water.

Pay Dirt

(Continued from page 157)

on how the retailer, as the consumer's buying agent, can do a better job for his customers.

Demonstrations on how to cut up, package, price, and merchandise poultry and meat products were also among the highlights of the Clinic. They served to illustrate how Extension is equipping itself to deliver a broad program of education to food retailers and other distributors. A program that considers the retailers' problems. One that makes a maximum contribution toward the entire store operation; not just a single department, or commodity.

The tools and equipment Extension needs to do this kind of a job are being fashioned and sharpened by research, both public and private, and by close working relationships with the industry. Several key members of the food distribution trade appeared on the program at Purdue. From their talks on store layout, merchandising, wholesaler - retailer

cooperation, and the retailer's educational needs, it was apparent that there was a need for research on these subjects.

4-H Thrives in Cities

(Continued from page 159)

poultry, mechanics, and insect control, are suitable for urban use. Other agricultural projects are not.

Most States reported that health, repair of household equipment, handicraft, personal accounts, and electrification are also suitable for urban use.

Of the 34 States having urban clubs, 10 noted revisions or adjustments in project requirements or the development of new projects to meet urban needs.

Denver, Colo., has introduced a new project on dogs, and another on forestry.

Michigan added new projects on ceramics, pets, hobbies, plastics, radio, and home mechanics. Michigan is also considering such new projects as house plants, care of the lawn, care of the family car, baby sitting, dramatics, art, recreation, and citizenship.

Minnesota has developed a 4-H mechanics project, chiefly woodworking, for the nonfarm boy.

New Mexico has added such handicraft projects as leathercraft, woodcraft, ship carving, embroidery, textile painting, metal modeling, photography, metal etching, and shellcraft. The garden project has been revised greatly for urban youth.

- Among those who are helping to shape extension services abroad is WENDELL HOLMAN of Missouri. With 14 successful years as county agent in Boone County and experience on the State specialist staff, he is well fitted to serve as extension adviser in Egypt.

- GEORGE LANDSBURG, Saginaw County, Mich., is another agent passing on his extension know-how in foreign ports. His Point 4 assignment to India brought to 5 the number of Michigan agents in foreign service. They are Hans Kardel, Gordon Schlubatis, Ronald Kaven, and Donald Curry.

Science Flashes



What's in the offing on scientific research, as seen by Stella S. English
Agricultural Research Administration

Wet Eggs Spoil Sooner

The job of cleaning dirty eggs is only half done when they are washed. Drying the wet eggs is even more important, say ARA poultry scientists. Recent tests show that spoilage from bacteria doubles when eggs are poorly dried or packed in wet fillers. The trouble comes when the packed eggs are transferred to the cooling room. As the water evaporates from the wet eggs and fillers, the humidity in the room goes up and creates an ideal environment for the growth of spoilage bacteria.

Here are some recommendations for handling dirty eggs: (1) Wash only the dirty eggs; don't run clean eggs through the wash, (2) thoroughly dry the washed eggs immediately and pack in clean, dry fillers, (3) mark the cases of washed eggs for short storage and early consumption; washed eggs do not keep as well as unwashed eggs under any condition.

The most urgent recommendation of all is to make every effort to produce clean eggs by keeping the nests clean and gathering the eggs frequently.

Hot Lunch Replaces Dinner Pail

School bells are ringing again, and millions of children are starting a new school year. This is an old story, but it has a new angle; we don't see as many dinner pails swinging on their arms as we used to. The reason is more lunches served in school cafeterias operating under the National School Lunch Program. One-third of all children enrolled in schools are now able to get their lunches in these cafeterias.

This means not only that fewer mothers have to pack cold lunches but also that more children are getting hot lunches that are more nu-

tritious. A recent survey of representative pairs of school cafeterias—one of each participating in the NSLP and one not—showed that 90 percent of the children purchasing lunches under the NSLP chose a complete or type A lunch at a cost of 22 cents. The type A lunch furnishes one-third of the daily nutritional requirements. In the schools not under the program, only 22 percent purchased a complete lunch, which cost 40 cents. In the NSLP cafeterias

children who cannot afford to pay must be served free or at reduced cost, without discrimination.

Communities in which NSLP lunchrooms are operated also benefit in ways other than healthier children. During the 1951-52 school year, food purchased locally amounted to 250 million dollars—80 percent of the total value of all foods used by the schools. This means more community business for producers, wholesalers, and retailers.

Patience Pays

It will pay many soybean producers to store their soybeans on the farm this fall and sell them later in the season. This is the conclusion of PMA marketing specialists after an exhaustive study of soybean storage, its problems, costs, and returns. The study, which was reported last summer, showed that in 4 out of 5

years since World War II it would have paid farmers well to follow this practice. They did follow it in large numbers last fall and benefited to the tune of 30 million dollars in increased income. In addition, they saved the cost of elevator storage and helped to ease the freight car shortage.



Loading soy beans onto the conveyor which will take them into the farm storage bin. The beans will be held for sale later in the season.

Have you read . . .



ANIMAL NUTRITION. Leonard A. Maynard. McGraw-Hill Book Company, Inc., New York, N. Y., September 1951. 474 pp. (Third Edition.)

- Extensive current research on the fundamental principles and problems of livestock feeding is constantly developing a wealth of new information which continues to expand a more exact knowledge of this important subject for practical application. Because of this progress, keeping up with the new developments in the field of animal nutrition in book form is a man-sized chore for any author.

This Dr. Maynard has done effectively in this third edition of his authoritative book, which follows his second edition by a scant 4 years. He has done a good job of bringing in much new information without expanding the size of the book materially or changing its familiar pattern. His discussion of the comprehensive subject of animal nutrition is well organized, clearly and interestingly written, and thoroughly documented.

In the new edition, the space devoted to isotopes as tracers in nutrition studies has been increased. The section on proteins has also been expanded by a useful discussion on the time factor in protein synthesis. The chapters on minerals and vitamins have been brought up to date and a short discussion of factorial and Latin square designs in nutritional experimentation is included. The chapter on feeding standards mentions the National Research Council recommended allowances of nutrients for the various classes of farm animals.

Because of the already substantial size of the book, it has been necessary to keep discussion of individual subject-matter items to a minimum but the author has made generous

reference to original sources and literature. This latest edition of Dr. Maynard's book should prove to be a valuable addition to the working gear of the serious student of the fundamentals of animal nutrition.—*Thomas H. Bartilson, Extension Animal Husbandman, USDA.*

RAISING SMALL ANIMALS FOR PLEASURE AND PROFIT. Frank G. Ashbrook. D. Van Nostrand Co., New York, N. Y. 1951. 260 pp., 152 fig.

- Here is a good reference for men and women, boys and girls who enjoy working with animals and who wish to get a start in raising them. It is of value to anyone interested in the home food supply. A wide range of small animals is discussed—goats, rabbits, hamsters, white mice and rats, poultry of all kinds, game birds, fur animals such as minks and chinchillas, pond fish, frogs, and even fish baits. There are chapters on marketing and storing the produce and on recipes for cooking unusual meats.

Among the illustrations are many working drawings and pictures to show the construction of breeding pens and equipment.

The book fills a void in this subject which is of interest to many 4-H Club members as well as adults who plan to pursue a small animal project on a full- or part-time basis. It is adaptable for suburban as well as farm people and it applies to any part of the country.

The biologist author has served in the Fish and Wildlife Service, U. S. Department of the Interior, for 35 years and is well known in the Department of Agriculture. He is one of the country's leading fur farming experts.—*R. J. Haskell, Extension Specialist, Garden and Home Food Preservation Program, USDA.*

HOW TO DEVELOP YOUR THINKING ABILITY. Kenneth S. Keyes, Jr. McGraw-Hill Book Company, New York 36, N. Y., 1951, 246 pp., 81 full-page cartoons.

- "Straight thinking will tend to make your foresight as good as your hindsight." That is the third sentence of this book which is intended to help you put your hindsight in reverse.

The author speaks about "verbal maps." A verbal map is not only an accurate statement—or thought or action, it must also be adequate. An accurate verbal map may be only a half-truth. An adequate verbal map is the whole truth.

But the author says the whole truth is really hard to reach and he tells us why: (1) You can never know all about anything; (2) no two things are identical; (3) things may act differently in different places; (4) things appear differently to different people; (5) things exist in varying degrees; and (6) everything changes from time to time.

Those are the author's six tools of thinking. Use those six tools and you can help yourself think straight.

The book is profusely illustrated with cartoons which drive home in a humorous way the point the author is making.

The last five chapters are devoted to (1) getting along with other people, (2) building a happier marriage, (3) achieving success in business, (4) finding causes for things that worry you, and (5) building a world free from wars and want.

The book is interesting reading for county extension agents. Persons interested in extension evaluation should read the book because it illustrates evaluation principles in a simplified manner.—*Fred P. Frutchey, In Charge, Foreign Student Section, Extension Service, USDA.*

- Two reading lists—BOOKS ON COOPERATIVE EXTENSION WORK and CURRENT BOOKS THAT MAY HELP YOU ON YOUR JOB have been prepared for extension workers. These lists from the Library Committee, of Mu Chapter, Epsilon Sigma Phi, were prepared primarily for members of the Federal Extension staff. A few copies are still available.

About People...



• **SUSIE V. POWELL**, one of the first five home demonstration agents appointed by Dr. Seaman A. Knapp, passed away at her home in Mississippi on July 9. "Susie V.," as her friends called her, was one of the first to use many accepted extension methods. She conceived the idea of appointing a county board of advisers for county home demonstration agents, made up of the officers of home demonstration clubs in the county; and she was one of the first to make up a county plan of work. Some of the best-known home demonstration leaders trained under Susie V.—for example, May Cresswell of Mississippi and the late Connie Bonslagel who served the extension cause so well in Arkansas. A woman of great inspiration and creative ability she gave of her best when the home demonstration movement was young. She greatly influenced the budding home demonstration organization. Her friends gave to the Susie V. Powell 4-H Club Scholarship instead of sending flowers at her death.

• **MRS. LAURA I. WINTER** was another pioneer of imagination and vigor. She served for 30 fruitful years before her retirement in 1947 and died recently in her Kansas home. A Canadian by birth she graduated from Cornell University but returned to Canada as wife of a Northwest Mounted Policeman whose ability to track down criminals was matched by his musical talent. After his sudden death, she went to Wyoming as emergency home demonstration agent in Lincoln County and then to Kansas as home nursing specialist, and then back to Wyoming as home demonstration agent in Platt County. A trained nurse, she developed a going health program there. In Sedgwick County, Kansas, where she served for 15 years, the convenient and beautiful homes are a monument to her work. A county agent with whom she

worked once said of her work, "She has a wonderful personality and understands in a wonderful way the problems of the people living on the farm."

• **MISS AMY KELLY** received the honorary degree of Doctor of Science at the annual commencement exercises of South Dakota State College.

Miss Kelly's work in the field of Extension began before the Smith-Lever Act was passed by Congress to provide the Nation-wide extension program. Her first job, as an instructor in foods and nutrition, was in Idaho, where she was the first home demonstration agent in the State. In 1926, she went to Kansas State College as State home demon-

stration leader, and remained there until she joined the University of Missouri staff in 1936. This June marked the completion of 39 years in the field of home economics extension.

She announced, in 1948, that she was retiring, but the call of her life's work was too strong, and in less than a year she was back at work.

• **Honoring MISS MAY CRESSWELL**, State home demonstration agent, for her 34 years of service in Mississippi, the State Home Demonstration Council and the State extension staff presented her with a trip to Europe; something she had long desired. She plans to take the trip next summer.

Good Work Is Recognized



Two members of the New York State Extension staff received awards recently from the Cornell chapter of Epsilon Sigma Phi, national extension fraternity. A. George Allen (center), Clinton County 4-H Club agent, was cited for a radio quiz program involving all the clubs in the county which was described in the February "Review." The program had wide listener appeal and attracted the attention of a national network. Prof. Robert C. Ogle (right), Cornell poultry specialist, was honored for his work among 4-H Clubs and for his promotion of exhibits, contests, and projects that have stimulated large increases in membership.

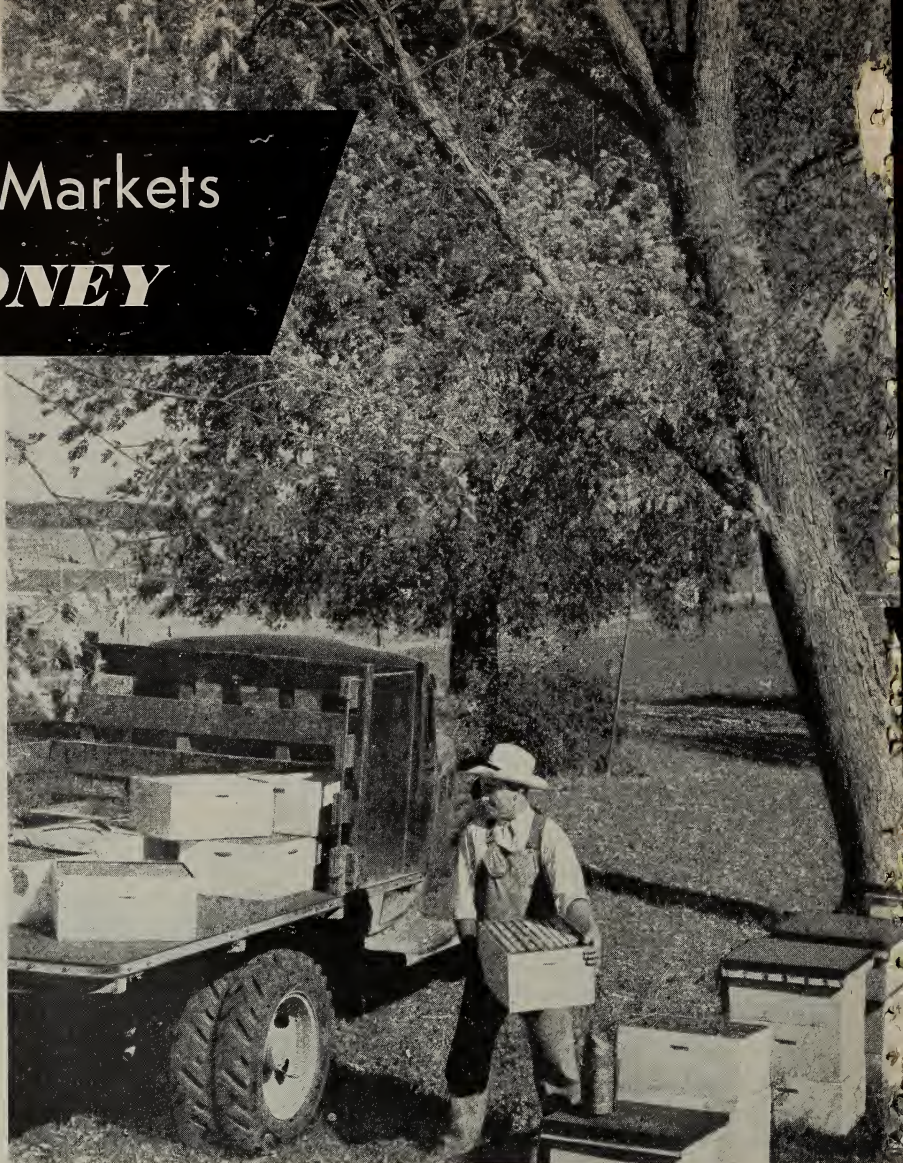
The awards were presented by Prof. Louis M. Hurd, chairman of the chapter award committee.

Building Better Markets *for HONEY*

***Increased year round
use of honey is goal
of autumn
marketing program.***

Beekeepers in every county of the United States are now marketing honey. To assure increased sales of this high-energy sweet, the producers and all segments of the food trade are cooperating in an intensive merchandising program during the entire month of October.

This program, which recognizes the importance of the honeybee to American agriculture, reaches its peak during National Honey Week, October 26 to November 2.



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